II. AMENDMENTS TO THE CLAIMS

The following is a courtesy copy of the currently pending claims; no revisions have been made via this document:

1. (Previously Presented) A system for presenting marketing content on a web page, the system comprising:

(a)   a web page;

(b)   a marketing page element placed anywhere on the web page, said marketing page element providing storage for data items having marketing content for a marketed item, wherein the data items are for displaying on the web page; and

(c)   a marketing content selection system connected to said marketing page element, wherein said marketing content selection system is adapted to select said data items to be stored in said marketing page element using a marketing strategy for selecting the marketed item.

2. (Previously Presented) The system for presenting marketing content on a web page as claimed in claim 1, wherein said marketing page element comprises a plurality of marketing page element items, and wherein the data items for the marketed item are connected to one of said plurality of marketing page element items.

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3. (Original) The system for presenting marketing content on a web page as claimed in claim 2, wherein said web page comprises a plurality of web page elements, wherein each of said web page elements is connected to a marketing page element item of said plurality of marketing page element items, and wherein each of said web page elements is used to present a data item connected to said marketing page element item.

4. (Previously Presented) The system for presenting marketing content on a web page as claimed in claim 1, wherein said marketing strategy is specified by a business rule in an if - then (action) format.

5. (Previously Presented) The system for presenting marketing content on a web page as claimed in claim 4, wherein the marketing content selection system determines data items to be stored in said marketing page element based on a combination of information displayed on the web page and information available to said marketing content selection system pertaining to the person viewing the web page.

6. (Original) The system for presenting marketing content on a web page as claimed in claim 1 further comprising a marketing content retrieval system connected to said marketing page element, said marketing content retrieval system adapted to provide said data items to said marketing page element for storage in said marketing page element.

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7. (Original) The system for presenting marketing content on a web page as claimed in claim 6, wherein the marketing content retrieval system comprises a first source of data items, wherein data items are retrieved from said first source of data items for subsequent storage in said marketing page element, said first source of data items comprising at least one of the following: a database, a data stream, a storage device, a memory device.

8. (Original) The system for presenting marketing content on a web page as claimed in claim 7, wherein each data item in said first source of data items comprises one of the following: text, an image, an audio file, a video file, a movie, a document, a hyperlink, an animation, an object capable of accepting input, an object capable of presenting output.

9. (Original) The system for presenting marketing content on a web page as claimed in claim 8, wherein the marketing content retrieval system is further adapted to provide at least one data item to said marketing page element from a pre-determined second source of data items in the event that at least one data item to be stored in said marketing page element as determined by the marketing content selection system cannot be retrieved from the first source of data items.

10. (Original) The system for presenting marketing content on a web page as claimed in claim 1, wherein the marketing page element is a Data Bean, and wherein said web page is a Java Server Page.

11. (Original) The system for presenting marketing content on a web page as claimed in claim 1, wherein the marketing content selection system comprises at least one of the following components: a rules processing engine, a table, a collaborative filtering engine, a selection program.

12. (Original) The system for presenting marketing content on a web page as claimed in claim 3 further comprising at least one of the following:

(i)   a first set of tools for making modifications to the manner in which the marketing content selection system determines the data items to be stored in said marketing page element, wherein the modifications can be effected without changing either the layout of said web page elements on said web page or said data items;

(ii)   a second set of tools for making modifications to said data items, wherein the modifications can be effected without changing either the layout of said web page elements on said web page or the manner in which the marketing content selection system determines the data items to be stored in said marketing page element; and

(iii)   a third set of tools for making modifications to the layout of said web page elements on said web page, wherein the modifications can be effected without changing either said data items or the manner in which the marketing content selection system determines the data items to be stored in said marketing page element.

13. (Previously Presented) A method of presenting marketing content on a web page using a marketing page element, the method comprising the steps of:

(a)   selecting a plurality of data items having marketing content for a marketed item for displaying on the web page, using a marketing strategy for selecting the marketed item, in a marketing content selection system;

(b)   storing said data items in said marketing page element; and

(c)   presenting said data items on said web page, wherein the marketing page element is placed anywhere on the web page.

14. (Previously Presented) The method as claimed in claim 13, wherein said marketing page element comprises a plurality of marketing page element items, and wherein the data items for the marketed item are connected to one of said plurality of marketing page element items.

15. (Original) The method as claimed in claim 14, wherein said web page comprises a plurality of web page elements, wherein each of said web page elements is connected to a marketing page element item of said plurality of marketing page element items, and wherein each of said web page elements is used to present a data item connected to said marketing page element item.

16. (Previously Presented) The method as claimed in claim 13, wherein said marketing strategy is specified by a business rule in an if - then format.

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17. (Previously Presented) The method as claimed in claim 16, wherein the selecting of data items in step (a) is based on a combination of information displayed on the web page and information pertaining to the person viewing the web page.

18. (Original) The method as claimed in claim 13 further comprising between steps (a) and (c), the step of retrieving data items selected in step (a) from a marketing content retrieval system, said marketing content retrieval system adapted to provide data items to said marketing page element.

19. (Original) The method as claimed in claim 18, wherein said marketing content retrieval system comprises a first source of data items, wherein data items are retrieved from said first source of data items for subsequent storage in said marketing page element, said first source of data items comprising at least one of the following: a database, a data stream, a storage device, a memory device.

20. (Original) The method as claimed in claim 19, wherein each data item in said first source of data items comprises one of the following: text, an image, an audio file, a video file, a movie, a document, a hyperlink, an animation, an object capable of accepting input, an object capable of presenting output.

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21. (Original) The method as claimed in claim 20, wherein the method also comprises the step of retrieving at least one data item from a second source of data items when at least one of said plurality of selected data items cannot be retrieved from said first source of data items.

22. (Original) The method as claimed in claim 13, wherein said marketing page element is a Data Bean, and wherein said web page is a Java Server Page.

23. (Original) The method as claimed in claim 13, wherein the selecting of data items in step (a) is performed by at least one of the following components: a rules processing engine, a table, a collaborative filtering engine, a selection program.

24. (Original) The method as claimed in claim 15 wherein the method further comprises at least one of the following steps:

    (i)   making modifications to the manner in which the selecting of data items in step (a) is made, wherein the modifications can be effected without changing either the layout of the web page elements on the web page or said data items;

    (ii)   making modifications to said data items, wherein the modifications can be effected without changing either the layout of the web page elements on the web page or the manner in which the selecting of data items in step (a) is made; and

    (iii)   making modifications to the layout of the web page elements on the web page, wherein the modifications can be effected without changing either said data items or the manner in which the selecting of data items in step (a) is made.

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25. (Previously Presented) A computer-readable medium having stored thereon computer-executable instructions for presenting marketing content on a web page using a marketing page element by performing the steps comprising:

    (a)   selecting a plurality of data items having marketing content for a marketed item for display on the web page using a marketing strategy for selecting the marketed item, in a marketing content selection system;

    (b)   storing said data items in said marketing page element; and

    (c)   presenting said data items on said web page, wherein the marketing page element is placed anywhere on the web page.

26. (Previously Presented) The computer-readable medium as claimed in claim 25, wherein said marketing page element comprises a plurality of marketing page element items, and wherein the data items for the marketed item are connected to one of said plurality of marketing page element items.

27. (Original) The computer-readable medium as claimed in claim 26, wherein said web page comprises a plurality of web page elements, wherein each of said web page elements is connected to a marketing page element item of said plurality of marketing page element items, and wherein each of said web page elements is used to present a data item connected to said marketing page element item.

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28. (Previously Presented) The computer-readable medium as claimed in claim 25, wherein said marketing strategy is specified by a business rule in an if - then format.

29. (Previously Presented) The computer-readable medium as claimed in claim 28, wherein the selecting of data items in step (a) is based on a combination of information displayed on the web page and information pertaining to the person viewing the web page.

30. (Original) The computer-readable medium as claimed in claim 25 further comprising between steps (a) and (c), the step of retrieving data items selected in step (a) from a marketing content retrieval system, said marketing content retrieval system adapted to provide data items to said marketing page element.

31. (Original) The computer-readable medium as claimed in claim 30, wherein said marketing content retrieval system comprises a first source of data items, wherein data items are retrieved from said first source of data items for subsequent storage in said marketing page element, said first source of data items comprising at least one of the following: a database, a data stream, a storage device, a memory device.

32. (Original) The computer-readable medium as claimed in claim 31, wherein each data item in said first source of data items comprises one of the following: text, an image, an audio file, a video file, a movie, a document, a hyperlink, an animation, an object capable of accepting input, an object capable of presenting output.

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33. (Original) The computer-readable medium as claimed in claim 32, wherein the step of retrieving at least one data item from a second source of data items when at least one of said plurality of selected data items cannot be retrieved from said first source of data items is also performed.

34. (Original) The computer-readable medium as claimed in claim 25, wherein said marketing page element is a Data Bean, and wherein said web page is a Java Server Page.

35. (Original) The computer-readable medium as claimed in claim 25, wherein the selecting of data items in step (a) is performed by at least one of the following components: a rules processing engine, a table, a collaborative filtering engine, a selection program.

36. (Original) The computer-readable medium as claimed in claim 27 wherein at least one of the following steps is also performed:

(i)   making modifications to the manner in which the selecting of data items in step (a) is made, wherein the modifications can be effected without changing either the layout of the web page elements on the web page or said data items;

(ii)   making modifications to said data items, wherein the modifications can be effected without changing either the layout of the web page elements on the web page or the manner in which the selecting of data items in step (a) is made; and

(iii)   making modifications to the layout of the web page elements on the web page, wherein the modifications can be effected without changing either said data items or the manner in which the selecting of data items in step (a) is made.

37. (Original) A computer program comprising computer program code means adapted to perform all the steps of claim 13 when said program is run on a computer.

38. (Original) A computer program as claimed in claim 37 embodied on a computer readable medium.

39. (Previously Presented) A software product for presenting marketing content on a web page, said software product comprising:

(a)   a marketing page element placed anywhere on a web page, said marketing page element providing storage for data items having marketing content for a marketed item, said marketing page element connected to the web page adapted to present said data items; and

(b)   a marketing content selection system connected to said marketing page element, wherein said marketing content selection system is adapted to select said data items to be stored in said marketing page element, using a marketing strategy for selecting the marketed item, wherein the data items are for displaying on the web page.

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40. (Previously Presented) The software product as claimed in claim 39, wherein said marketing page element comprises a plurality of marketing page element items, and wherein the data items for the marketed item are connected to one of said plurality of marketing page element items.

41. (Original) The software product as claimed in claim 40, wherein said web page comprises a plurality of web page elements, wherein each of said web page elements is connected to a marketing page element item of said plurality of marketing page element items, and wherein each of said web page elements is used to present a data item connected to said marketing page element item.

42. (Previously Presented) The software product as claimed in claim 39, wherein said marketing strategy is specified by a business rule in an if - then format.

43. (Previously Presented) The software product as claimed in claim 42, wherein the marketing content selection system determines data items to be stored in said marketing page element based on a combination of information displayed on the web page and information available to said marketing content selection system pertaining to the person viewing the web page.

44. (Original) The software product as claimed in claim 39 further comprising a marketing content retrieval system connected to said marketing page element, said marketing content retrieval system adapted to provide said data items to said marketing page element for storage in said marketing page element.

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45. (Original) The software product as claimed in claim 44, wherein the marketing content

retrieval system comprises a first source of data items, wherein data items are retrieved from said

first source of data items for subsequent storage in said marketing page element, said first source

of data items comprising at least one of the following: a database, a data stream, a storage device,

a memory device.

46. (Original) The software product as claimed in claim 45, wherein each data item in said first

source of data items comprises one of the following: text, an image, an audio file, a video file, a

movie, a document, a hyperlink, an animation, an object capable of accepting input, an object

capable of presenting output.

47. (Original) The software product as claimed in claim 46, wherein the marketing content

retrieval system is further adapted to provide at least one data item to said marketing page

element from a pre-determined second source of data items in the event that at least one data item

to be stored in said marketing page element as determined by the marketing content selection

system cannot be retrieved from the first source of data items.

48. (Original) The software product as claimed in claim 39, wherein the marketing page element

is a Data Bean, and wherein said web page is a Java Server Page.

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49. (Original) The software product as claimed in claim 39, wherein the marketing content selection system comprises at least one of the following components: a rules processing engine, a table, a collaborative filtering engine, a selection program.

50. (Original) The software product as claimed in claim 41 further comprising at least one of the following:

(i)   a first set of tools for making modifications to the manner in which the marketing content selection system determines the data items to be stored in said marketing page element, wherein the modifications can be effected without changing either the layout of said web page elements on said web page or said data items;

(ii)   a second set of tools for making modifications to said data items, wherein the modifications can be effected without changing either the layout of said web page elements on said web page or the manner in which the marketing content selection system determines the data items to be stored in said marketing page element; and

(iii)   a third set of tools for making modifications to the layout of said web page elements on said web page, wherein the modifications can be effected without changing either said data items or the manner in which the marketing content selection system determines the data items to be stored in said marketing page element.

51. (Original) A computer program product comprising:

a computer-readable signal-bearing medium;

means in said medium for accomplishing the method of any of claims 13 to 24.

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52. (Previously Presented) The product of claim 51 wherein said medium is a recordable data storage medium.

53. (Original) The product of claim 51 wherein said medium is a modulated carrier signal.

54. (Original) The product of claim 53 wherein said signal is a transmission over a network.

55. (Original) The product of claim 54 wherein said network is the Internet.

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